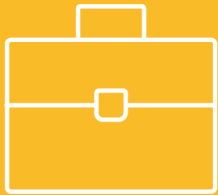


Test and validation

Name: Economic Business Model Validation

Status: method available



Business case

Problem Owner:

Wageningen Social & Economic Reserach

Involved:

Technologie ontwikkelaars

More information?

Joep Tummers

joep.tummers@wur.nl

Open Field
Cultivation



Business model validation for Agrifood

This methodology offers a flexible and structured approach to validating business models for agrifood innovations. It combines elements of the Triple-Layered Business Model Canvas (economic and ecological) and the Empathy Map to clearly map value propositions, customer insights and sustainability aspects. The methodology was developed based on literature research, expert interviews and practical experience.



Broad knowledge question

How can agrifood innovations be systematically assessed for economic feasibility, customer value and sustainability impact, so companies can better support adoption, scalability and long-term success?

Approach

The methodology consists of three flexible modules:

- Economic layer of the Triple-Layered Business Model Canvas, analysing value propositions, cost structures, resources, partners, channels and revenue models
- Ecological layer, providing insight into sustainability performance, material use, production impact, distribution, use phase and end-of-life
- Empathy Map, identifying customer needs, motivations, behaviour and adoption barriers

Objective

To provide a reproducible and practice-oriented methodology that helps companies strengthen their business model, increase adoption opportunities, enhance sustainability value and support strategic decision-making. The outcome is a clear, action-oriented recommendation report with insights, do's and don'ts, and a concrete step-by-step plan.

Results and reflection

The methodology provides insight into market positioning, customer needs, cost and revenue structures, sustainability impact and the critical success factors for adoption. Through interactive validation, it creates a clear and shared understanding of the value the innovation delivers and what is needed to successfully bring it to market. Results are presented in a visual and practical way, making them directly applicable for strategic decision-making, investment preparation and communication. The [report](https://doi.org/10.18174/712323) can be found at doi:[10.18174/712323](https://doi.org/10.18174/712323)

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Joep Tummers

joep.tummers@wur.nl

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